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X NUTRITION

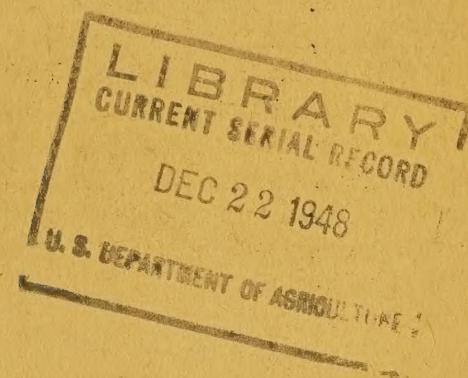
A List of References to Motion Pictures X

Compiled by

Motion Picture Service
Office of Information
U.S. DEPARTMENT OF AGRICULTURE

This list has been prepared solely to aid those who are seeking data on human nutrition. The Department assumes no responsibility for accuracy of subject matter for other than its own productions, nor for the completeness of the list.

November, 1948



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NUTRITION

A LIST OF REFERENCES TO MOTION PICTURES

ABC OF FOODS (1 reel, 16mm, silent; produced and distributed by Institutional Cinema Service, Inc., 1560 Broadway, New York, New York) Shows the value and purpose of various types of food, and their effect upon the body. Sugars, starches, fats, proteins, and regulating foods.

ABOUT BANANAS (1 reel, 16mm, silent; produced and distributed by the United Fruit Company, Educational Department, Pier #3, North River, New York, New York.) Deals with the banana industry in Guatemala, showing jungle clearing, blasting of drainage ditches, irrigation, planting and growth of the banana plant, cutting, loading, and transportation of bananas. The vitamins and minerals contained in bananas are shown in an animated sequence. The value of bananas as a source of energy is brought out by a series of short shots.

ADMIRALS IN THE MAKING (1 reel, 16mm and 35mm, sound; produced by Stark Films, Howard and Center Streets, Baltimore, Maryland, for the Baltimore Dairy Council.) Four years of training of an Ensign at the Naval Academy, Annapolis, Maryland, with subtle inserts to stress that milk plays an important part in building Admirals.

AMERICA LEARNS TO FLY (1 reel, 16mm, sound; produced by Burton Holmes Films, Inc., 7510 North Ashland Avenue, Chicago, Illinois, for the National Dairy Council, 111 North Canal Street, Chicago, Illinois.) Free distribution from Association Films, (Motion Picture Bureau YMCA), 347 Madison Avenue, New York, New York. An interesting and fast-moving portrayal of commercial, private, and military aviation, emphasizing the nutritional importance of dairy products in maintaining sound bodies for this highly specialized activity.

AMERICA'S FAVORITE (1 reel, 16mm, sound, in Kodachrome; National Dairy Council, 111 North Canal Street, Chicago 6, Illinois.) Distributed also by the Association Films, (Motion Picture Bureau YMCA), 347 Madison Avenue, New York 17, New York, and branch offices in Chicago, Dallas, and San Francisco.) A color film which visualizes the complete story of ice cream, especially its food value. The picture starts with scenes in the dairy and follows the entire process of preparation of the milk for its conversion into a delectable food. These scenes are followed by a sequence on the flavors, their source, and variety. The closing scenes present the nutritive value of ice cream as compared with other foods and their importance.

BALANCED WAY, THE (3 reels, 16mm, sound. Distributed by Association Films (YMCA Motion Picture Bureau) 347 Madison Avenue, New York 17, New York, and branch offices in Chicago, Dallas, San Francisco; Castle Films, Div. of United World Films, Inc., 445 Park Avenue, New York 22, New York, and branch offices in Chicago 3, San Francisco 4; Kunz Motion Picture Service, 1319 Vine Street, Philadelphia 7, Pennsylvania and also at 432 N. Calvert Street, Baltimore 2, Md.) Fundamentals of sound nutrition; methods of using these principles in planning properly balanced meal.

BEHIND THE SMILE (1 reel, 16mm, sound, in color; produced for the Dairy Council of St. Louis, 4030 Chouteau Avenue, St. Louis, Missouri. Available for rent from the American Dental Association, 212 East Superior Street, Chicago, Illinois.) Shows the importance of a healthy smile for personal happiness and success in life; the need for adequate diet and dental care during pregnancy; dental supervision during early childhood. A protective diet for children.

BRITISH AND CANADIAN FILMS (see last pages.)

CHIEF COOK AND ---- (2 reels, 16mm, sound. National Motion Picture Company, Mooresville, Indiana.) Shows that success of nutrition campaign depends on the housewife.

CHOOSE WISELY FOR HEALTH (1 reel, 16mm, silent. Quincy Public Schools, Department of Teaching Aids, Quincy, Massachusetts.) Importance of a balanced diet; animal experiments.

CITRUS IN NUTRITION (2 reels, 16mm, sound, in color. Produced for the Educational Division, California Fruit Growers Exchange, Sunkist Building, Los Angeles, California. Distributed by Castle Films, Div. of United World Films, Inc., 445 Park Avenue, New York 22, N. Y.) It re-enacts the historic incident in 1811 when Captain David Porter, just returned from fighting pirate fleets off the Coast of North Africa, recommended in a letter to the United States Navy that lemons be added to the daily food ration given men. The film graphically portrays the composition of the 1812 Navy ration and compares it with the diet recommended on the chart, "U.S. Needs Us Strong." A demonstration follows on how to improve typical meals with citrus to make up essential elements. Other sequences of the film show the growing and packing of oranges and lemons, and their preparation for the table. Dramatizes for the layman the part played by Vitamin C in good nutrition.

CITRUS ON PARADE (2 reels, 16mm, silent and sound. Produced for the Educational Division, California Fruit Growers Exchange, Los Angeles, California. Chicago branch, 900 North Franklin Street, distributor; also Castle Films, Division of United World Films, Inc., 445 Park Avenue, New York 22, N. Y.) The opening sequences cover the cultivation, picking, and packing of the citrus fruits; then, the preparation and making of many economical and practical salads, beverages, desserts, and other dishes in which oranges and lemons are utilized. The film demonstrates attractive placing and proper serving of these nutritious dishes.

FAMILY AFFAIR, A (1 reel, 16mm, sound. Distributed by Association Films (YMCA Motion Picture Bureau) 347 Madison Avenue, New York 17, New York, and branch offices in Chicago, Dallas, San Francisco.) Story of poisons; five members of alcohol family; destructive effect.

FISH IS FOOD (1 reel, 16mm and 35mm, sound. Distributed by Emerson Yorke Studio, 35 West 45th Street, New York, N. Y.) Operation of fish market; value and importance of fish as food.

FOOD (1 reel, 16mm, silent. DeVry Films and Laboratories, 1111 Armitage Avenue, Chicago, Illinois. Distributed also by Ideal Pictures Corporation, 28 East 8th Street, Chicago, Illinois; Visual Education Service, 131 Clarendon Street, Boston, Massachusetts; Wholesome Film Service, Inc., 38 Melrose Street, Boston, Massachusetts.) Proper food habits for school children. The digestive system.

FOOD AND GROWTH (1 reel, 16mm, silent. Eastman Kodak Company, Informational Films Division, 343 State Street, Rochester 4, N.Y.) A feeding experiment with white rats, actually carried on in a classroom, demonstrates the food value of milk as compared with coffee and candy. The system of feeding, cleaning of cages and charting of growth records are given in detail.

FOODS AND NUTRITION (1 reel, 16mm and 35mm, sound. Encyclopedia Britannica Films, Inc., 1841 Broadway, New York 23, New York.) Animated treatment portrays normal dietary requirements of carbohydrates, fats, proteins, minerals, vitamins, and water. The absorption of sugars by the blood stream and their transformation to glycogen in the liver, together with the absorption and storage of fats are explained. The metabolism of carbohydrates, fats, and proteins in the body, and the technique of determining the basal metabolism rate are portrayed. Photomicrography shows the growth of the tissue culture.

FOR HEALTH AND HAPPINESS (1 reel, 16mm, silent and sound, in color; released in 1941 by the United States Department of Agriculture, Washington, D. C.) Discusses the vital bearing good nutrition has on human health and happiness. Shows scenes of well-nourished children from infancy to youth, and the food groups that contribute to all-round development.

FORTY BILLION ENEMIES (2 reels, 16mm, sound, in color. Produced for and distributed by Westinghouse Electric and Manufacturing Company, Visual Education Section, Mansfield, Ohio.) Describes first the improvement of general health brought about by mechanical refrigeration and quick transportation of foods. The relation between temperature and food spoilage is explained. The storing of foods in an electric refrigerator is demonstrated at length, and advice is given on its care and purchase. The main value of the film derives from its graphic presentation of how to use a refrigerator. The film considers only the influence of temperature on perishable foods and omits health hazards caused by contamination. No advertising.

FUNDAMENTALS OF DIET (1 reel, 16mm and 35mm, sound. Distributed by Encyclopedia Britannica Films, Inc., Wilmette, Illinois. In the 16mm width only distributed by United World Films, Inc., 1250 Avenue of the Americas, New York 20, New York; Ideal Pictures Corp., 28 E. 8th St., Chicago 5, Illinois (Branch offices in Atlanta 3, Dallas 1, Denver 7, Kansas City 6, Los Angeles 5, Memphis 3, Miami 38, New Orleans 16, New York 19, Portland 5, Oregon, Richmond 19; Kunz Motion Picture Service, 1319 Vine Street, Philadelphia 7, Pennsylvania also 432 N. Calvert Street, Baltimore 2, Maryland.) Functional classifications of food animal experiments show what happens in diet deficiencies.

FUN IN FOOD (1 reel, 16mm, sound, in color. Available exclusively through Films, Incorporated, 330 W. 42nd St., New York 18, N.Y.) An instructive film on food constituents, and the work of these constituents in the human body, with special attention to vitamins and their food sources. The picture begins with a talk by Miss Frances Stern of the Frances Stern Food Clinic, on foods and food selection. A colorful table setting dissolves into vegetables, growing; then other products, as the narrator explains the sources of proteins, carbohydrates and fats, calcium and iron and the function of each of these constituents in the human body. Finally the vitamins and their sources are presented in a pedagogically sound manner.

GET YOUR VITAMINS ($\frac{1}{2}$ reel, 16mm, sound. Distributed by Brandon Films, Inc., 1600 Broadway, New York 19, N.Y.; International Film Bureau, Inc., 6 North Michigan Avenue, Chicago 2, Illinois; National Film Board of Canada, Ottawa, Canada (U.S. distribution Hqs., 6 No. Michigan Ave., Chicago 2, Ill.) Main vitamins do square dance before foods in which they are contained. Cartoon.

GIVE US THIS DAY - THE STORY OF BREAD (2 reels, 16mm, sound. Produced by Jam Handy Picture Service, Detroit, Michigan, for Anheuser-Busch, Inc., St. Louis, Missouri.) Distributed by the American Institute of Baking, 10 Rockefeller Plaza, New York 20, New York. The story of bread from the days of the cavemen to the present modern-day bakery. The picture concludes with a talk on the nutritive value of foods by Doctor Toby of the American Institute of Baking.

GOLD IN MEAT, THE (3 reels, 16mm, sound. (36 mins.) for rent at 50¢ per day from the Iowa State College, Visual Instruction Service, Ames, Iowa.) Detailed study of the food values of meat, the place of meat in the diet and how meat should be sold in a modern shop. Excellent film for consumer education.

GOOD FOODS ($\frac{1}{2}$ reel each, 16mm, silent. Eastman Kodak Company, Informational Films Division, 343 State Street, Rochester, New York.) A Drink of Water (importance of water for animals and men); Bread and Cereals (importance of these foods for children); Fruits and Vegetables (designed to impress upon children the need for them). Milk (children enjoying milk).

GUIDE TO GOOD EATING (1 reel, 16mm, sound, in color. National Dairy Council, 111 North Canal Street, Chicago, Illinois.) An elementary presentation in trick photography of the kinds and amounts of basic foods that make up a healthful diet. Emphasis on milk and dairy products.

HIDDEN HUNGER (3 reels, 16mm and 35mm, sound. Produced by the American Film Center at the Fine Arts Studio in Hollywood. Financed by Swift and Company, Union Stock Yards, Chicago, and made available to the Office of Defense Health and Welfare, Federal Security Agency, Washington, D. C. (1941). The picture starring Walter Brennan, dramatizes the need for adequate diet. Shows how vitamins taken from the earth can be transformed to the dinner table without destroying their effectiveness as energy builders. Reel 3 tells exactly what foods make a balanced diet; how to choose them; how to store them; how to prepare them. Specific information on meal planning is given and meals comparing the food requirements of a child, a factory worker, and a white collar worker are shown. Prints of the 16mm film and a Teacher's Nutritional Manual are being deposited in centrally located film libraries. Bookings are handled by Swift and Company, Union Stock Yards, Chicago.

HOME OF THE FREE (1 reel, 16mm, silent, in color. Produced and distributed by the St. Louis Dairy Council, 4030 Chouteau Avenue, St. Louis, Missouri.) Story of children and nutrition, with some emphasis on milk.

INDUSTRY FOR HEALTH (3 reels, 16mm, sound. Burton Holmes Films, Inc., 7510 North Ashland Avenue, Chicago, Illinois. Photographed in the laboratories of the Upjohn Company, sponsor.) Shows various phases of research work in pure science and pharmaceuticals. Activities in the fields of chemistry and pharmacy, bacteriology, pharmacology, and endocrinology, food and nutrition are shown and explained.

KIDS MUST EAT (1½ reels, 16mm and 35mm, sound; released 1945 by the United States Department of Agriculture, Washington, D. C.) Features the Quiz Kids, of the Radio, in a typical quiz session, entirely unrehearsed. Their performance is worked into a film telling the story of the community school lunch program sponsored by local communities and the Department of Agriculture to utilize foods that are abundant or in surplus supply, and at the same time promote better nutrition among America's 30 million school children.

LIFE IN THE BALANCE (2 reels, 16mm, sound, 1944. New York State War Council. Distributed by New York University Film Library, 71 Washington Square South, New York 12, New York.) 18 minutes. How to balance the menu and the budget; how to cook foods properly. Stresses the value of milk.

LIVE AT HOME (1 reel, 16mm, sound, in Kodachrome. Released by the United States Department of Agriculture in 1943.) Designed to encourage farmers to grow more foodstuffs at home. In wartime the live-at-home program of the Department of Agriculture takes on new significance. No matter what happens, the farmer can live at home -- provided that he is not a one-crop farmer. A couple of cows, a litter of pigs, a flock of chickens, the orchard, the garden, will provide an abundance of milk, butter, eggs, meat, fruits and vegetables, rich in health-giving vitamins and minerals, with little cash outlay. Living at home is not only profitable, but patriotic as well, for every pound of food produced for use at home releases that much more for the men in our fighting forces. A brief sequence discusses the importance of vitamins and minerals, and shows the food sources from which these elements come.

MAGIC ALPHABET, THE (1 reel, 16mm and 35mm, sound. Produced by MGM in co-operation with the Bureau of Motion Pictures, Office of War Information, Washington, D. C. Prints in 16mm distributed by Teaching Film Custodians, Inc., 25 West 43rd Street, New York, New York; also the Association Films, (Motion Picture Bureau YMCA) 347 Madison Avenue, New York, N.Y., and branch-offices in Chicago, Dallas and San Francisco.) Attempts to vitalize vitamins and emphasize their importance in the diet of a nation at war. The story of the discovery of the mysterious substance in brown rice that discouraged beri-beri, by a Dutch scientist working in Java is re-enacted in detail. The importance of other vitamins is illustrated in their effect on the daily activities of average Americans, children, typists, and truck-drivers.

MAKING ENDS MEET (1 reel, 16mm, sound, in color. Produced and distributed by the Dairy Council of St. Louis, 4030 Chouteau Avenue, St. Louis, Missouri. Also distributed by local Dairy Councils (loan, addresses from National Dairy Council, 111 North Canal Street, Chicago.) Taking a family of average means as an example, the film explains what foods make up a good diet and how to obtain the best food value for the money spent. Shows that price and value do not always correspond; gives advice on shopping for meat, fruits, vegetables, etc., and indicates that appetizing and nourishing dishes can be prepared from simple foods.

MAN WHO MISSED HIS BREAKFAST, THE (1½ reels, 16mm and 35mm, sound. Released by the United States Department of Agriculture in 1944.) A delightful little story on the subject of nutrition, built around the Warren family - Mother, Father, Penny, Bill, Jr., and Uncle Bill, the man who missed his breakfast. "Never," Uncle Bill tells us, in a surprise radio address, "has there been greater need for Americans to be strong, healthy, and vigorously able to perform the tasks confronting us.....We must eat properly so that we have the strength, the energy, and the stamina to get these tasks done". The film presents the seven basic food groups, and stresses the importance of eating some food from all seven of these groups each day.

MEAT AND ROMANCE (4 reels, 16mm, sound. Produced in 1940 by Wilding Picture Productions, Inc., for the National Live Stock and Meat Board, 407 South Dearborn Street, Chicago, Illinois, with the collaboration of the Bureau of Home Economics, United States Department of Agriculture. Available from Castle Films, Division of United World Films, Inc., 445 Park Avenue, New York 22, N. Y. at no cost other than return postage.) The film abounds with invaluable information for every present and future homemaker. From it one learns how to select and buy meat, how to cook it, how to carve and serve it, and -- most important -- its nutritive values. In addition, the nutritive values of many other important foods are discussed.

MEAT FOR AMERICA (2 reels, 16mm, sound. Produced by Burton Holmes Films, Inc., 7510 North Ashland Avenue, Chicago, Illinois, for Armour and Company. Distributed also by Association Films (YMCA Motion Picture Bureau) 347 Madison Ave., New York, New York, and branch offices in Chicago, Dallas and San Francisco.) The story of meat packing; why meat animals were domesticated; judging hams on the hoof; packers' and Government inspectors' examinations; the stockyards; the dis-assembly line; making hams, bacon and sausages; the largest beef dressing plant in the world; preparing dried beef, canned corned beef hash, and "meal-in-a-can" dishes; labeling; perfecting new recipes; your meat dealer; the part meat plays in America's diet; the nutritive values of meat.

MILK AND ITS PRODUCTS (1 reel, 16mm, sound. Films, Incorporated, 330 West 42nd Street, New York, New York.) Dairy operation; analysis of milk for food value; butter and cheese making; pasteurizing and delivery.

MILK AS FOOD (1 reel, 16mm, silent. Produced by M. E. Diemer; distributed by Dudley Visual Education Service, Mankato, Minnesota; also Visual Education Service, 131 Clarendon Street, Boston, Massachusetts.) Emphasizes the food content of milk; the value of milk in the diet; modern dairy methods.

MILK - THE MASTER BUILDER (1 reel, 16mm and 35mm, silent. Produced and distributed by National Motion Pictures Company, Mooresville, Indiana.) Deals with the importance of milk in the healthful diet. Not only does the film vividly portray the value of milk as a food, but it stresses the need for cleanliness in all steps of handling milk. It further emphasizes the necessity for pasteurization as a health measure. All in all, it is an appealing subject to lend greater interest to the study of milk and to increase consumption of this master builder.

MILK PARADE (1 reel, 16mm and 35mm, sound. Produced by Pathé Films (1937) for Milk Industry Foundation, 3216 Chrysler Building, New York, New York.) After a few introductory remarks alluding to the nutritional value of milk,

the film gives information on the modern methods of safe-guarding the production and distribution of milk. Lowell Thomas is narrator.

MISS T (1 reel, 16mm, sound. Distributed by International Film Bureau, Inc., 6 North Michigan Ave., Chicago 2, Illinois.) Her correct diet from birth to maturity.

MODERN MILK (1 reel, 16mm, silent. Evaporated Milk Association, 307 North Michigan Avenue, Chicago, Illinois.) The picture tells the story of the early use of milk by the human race, the history, major steps in the preparation of evaporated milk, its nutritive properties, and uses in the diet.

MODEST MIRACLE, THE (2 reels, 16mm and 35mm, sound. Produced by Standard Brands, Inc., 595 Madison Avenue, New York, New York. The story of events leading up to the National Research Council's recommendation of enriched flour and bread, and of the cooperation of industry in making enriched products available to the American people. Dramatic episodes show the work of Dr. E.R. Williams, -- first in the Philippines, where he worked with Captain Vedder of the United States Public Health Service, then back home in the Bell Laboratories where he worked for 25 years before he finally isolated and synthesized vitamin B₁. Climax of the picture comes with President Roosevelt's call for a National Nutrition Conference.

MORE LIFE IN LIVING (1 reel, 16mm, sound. Produced by Burton Holmes Films, 7510 North Ashland Avenue, Chicago, Illinois, for the National Dairy Council, 111 North Canal Street, Chicago.) States what the protective foods are, and why we must have sufficient quantities of them in our diet. A chart illustrates the elements in a quart of milk and shows the quantity of other foods which would be required to provide the same amount of calcium. The concluding scenes emphasize the importance of milk and dairy products in the diets of military and professional people. Prints distributed also by Association Films, (YMCA Motion Picture Bureau) New York, Chicago, San Francisco, and Dallas.

MORE POWER TO YOU (3 reels, 16mm, sound, in color. Distributed by Association Films (YMCA Motion Picture Bureau) 347 Madison Avenue, New York 17, N.Y., and branch offices in Chicago, Dallas, and San Francisco. Polly Rogers becomes a crack reporter by scooping a nutrition story -- the story of bread.

NATION'S MEAT, A (2 reels, 16mm, sound. Swift and Company, Agricultural Research Division, Chicago, Illinois.) An educational film describing the live-stock and meat industry in America. Meat from the ranches and farms to the consumer. Loaned free to responsible organizations, except transportation. No advertising or commercial announcements.

OUT OF THE SHADOWS (1 reel, 16mm, sound. Produced by the Atlas Educational Film Company, Oak Park, Illinois. Distributed by the Wisconsin Alumni Research Council, Madison, Wisconsin.) The story of Vitamin D in milk.

PRECIOUS INGREDIENT, THE (2½ reels, 16mm, sound. Produced in 1940 by Roland Reed Productions for the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pennsylvania.) Prints distributed by Westinghouse Electric and Manufacturing Company, School Service, 306-4th Avenue, Pittsburgh, Pennsylvania. This film uses an entertaining plot to tell the story of vitamins, the foods in which they are found, and how to preserve them in cooking. There is emphasis upon the value and use of electric ranges in the preparation of food.

PROOF OF THE PUDDING (1 reel, 16mm and 35mm, sound, in technicolor. Produced by the Industrial Division of Paramount Films in cooperation with the U. S. Public Health Service for the Metropolitan Life Insurance Company, #1 Madison Avenue, New York, New York.) Scientific approach to modern diet; a film to encourage food planning in American homes. Shows the scientific testing of food values in nutrition laboratories, and the application of theory in preparation of diets for zoo animals. The results of scientific methods thus obtained are shown in application to human beings, and finally practical methods of food planning at low cost through the use of a wide variety of foods available in the markets of the United States.

A RECIPE FOR SAVING ON FOOD COSTS (1 reel, 16mm, sound. National Motion Pictures Company, Mooresville, Indiana.) Shows the housewife how to get the most value from her food dollar. Incidentally, it teaches several valuable nutrition facts.

SOLID FOODS IN THE INFANT DIETARY (1 reel, 16mm, silent and sound. Chicago Film Laboratory, Inc., 18 West Walton Place, Chicago, Illinois.) Progress in showing healthful value of milk as food; adapted development of foods for infants; nutritious value of these foods.

SECRET WEAPON (2 reels, 16mm, and 35mm, sound. Produced by Sound Masters, Inc. 165 West 46th Street, New York, New York.) The importance of nutritious foods in the Fight For Freedom. When the war is won, and the peace that follows made secure, the victory will owe as much to the men with the hoe as the man behind the gun. Mud-caked overalls will share honors with the khaki and blue. Such is the conviction of the men and women of the motion picture industry who today film the story of food, essential ingredient in our recipe for Victory

SOMETHING YOU DIDN'T EAT (1 reel, 16mm, sound, color, 10 minutes) Walt Disney cartoon showing essentials of proper diet. (USDA)

THIS TOO IS SABOTAGE (2½ reels, 16mm and 35mm, sound. Westinghouse Electric and Manufacturing Company, School Service, 306-4th Avenue, Pittsburgh, Pennsylvania.) Produced as an aid in the nation-wide fight against industrial absenteeism, and as a contribution to the national nutrition program. Based on health statistics provided by government and other authoritative sources, the picture shows that proper eating habits for war workers play a vital role in combatting absenteeism and preventing the fatigue that causes many industrial accidents. The use of properly balanced meals based on the Government's recommended seven basic food groups may help to reduce the 150 million man-days of work that estimates indicate will be lost during the next four months because of accidents.

TWO LITTLE RATS AND HOW THEY GREW (1 reel, 16mm, sound. Distributed by the Dairy Council of St. Louis, 4030 Chouteau Avenue, St. Louis, Missouri.) Record of a rat-feeding demonstration conducted as a nutrition education experience.

V-MEN (2 reels, 16mm, sound. Produced by Roland Reed Productions for the Visual Education Section, Westinghouse Electric and Manufacturing Company, 246 East Fourth Street, Mansfield, Ohio.) Two points are stressed in this film: (1) The importance of vitamins in the diet, and (2) the preservation of vitamins in cooking vegetables. The first sequence introduces the importance of

good nutrition for national health. Nutrition research is mentioned, and a biochemist talks on the function of the vitamins. A food research laboratory chosen by Westinghouse determines the effects of good and bad cooking methods on the retention of the vitamins in the vegetables. Tests conducted show that a third of the vitamins is lost by "destructive" cooking, while "vitaminized" cooking saves more than 90 percent of them. The right methods of cooking vegetables are explained. An appeal for good cooking to preserve the Nation's health concludes the film.

VANISHING VITAMINS (1 reel, 16mm, sound. General Electric Company, Visual Instruction Section, Schenectady, New York.) Arguments for and against vitamins. Two young married couples talk over the desirability of proper storage of food in the refrigerator. Some interesting comparisons are developed between values of food properly and improperly refrigerated. Functions of various parts of a refrigerator.

VICTORY (MILK) (2 reels, 16 mm, silent. American Museum of Natural History, 79th and Central Park West, New York, New York.) Rats are used to show evidence of benefits of healthful diet.

VIM, VIGOR, AND VITAMINS (1 reel, 16 mm, sound. Produced and distributed by Finer Films, 7936 Santa Monica Boulevard, Los Angeles, California. Distributed also by Visual Education Service, 131 Clarendon Street, Boston, Massachusetts, and Bailey Film Service, 1651 Cosmo Street, Hollywood, California.) The film deals with vitamins A, B₁, B₂, C, D, and E. Each vitamin is introduced by scenes illustrating its effectiveness and then an enumeration of its principal food sources is given. A day's menu based on foods rich in vitamins follows. Scenes of people engaged in various forms of exercise and sports conclude the film.

VITALITY FOR VICTORY (2 reels, 16 mm, sound, in color. Aetna Casualty and Surety Company, Motion Picture Bureau, Hartford, Connecticut.) Natural food sources for elements our bodies need; uses for inexpensive meats and vegetables.

VITAMIN SECRETS REVEALED (1 reel, 16 mm, silent. Association Films (YMCA Motion Picture Bureau) 347 Madison Avenue, New York, New York.) The little known story of vitamins, their public health benefits, and the unique method of adding the natural Vitamin D of cod liver oil to the diet in odorless and tasteless form through Vitamin D milk.

VITAMIN B₁ (1 reel, 16 mm, silent. Eastman Kodak Company, Informational Films Division, Rochester, New York.) The natural sources of Vitamin B₁ -- the anti-neuritic vitamin. The effect of deficiency of Vitamin B₁ on pigeons and young rats. The effect of extreme vitamin B₁ deficiency on human beings --beriberi. Effect of a balanced diet on the disease, and the need for a balanced diet to maintain healthy bodies.

VITAMIN D (1 reel, 16 mm, silent. Eastman Kodak Company, Informational Films Division, Rochester, New York.) Natural and artificial sources of Vitamin D -- the antirachitic vitamin. Results of Vitamin D. deficiency -- rickets and poor teeth. Series of feeding experiments with laboratory animals showing results of deficiency and feeding of cod-liver oil. Various methods used to increase Vitamin D. in the body -- use of concentrates, exposure to sunlight or sunlamps, well-balanced diet, improved living conditions.

WELL BALANCED DIET, THE (1 reel, 16 mm and 35 mm. silent. Produced and distributed by the National Motion Pictures Company, Mooresville, Indiana.) Deals in a common sense manner with the well-balanced diet. Stresses the need for a wide variety of foods to supply the necessary vitamins and minerals, and emphasizes the importance of proper cooking, serving, etc.

WHAT MAKES US GROW (1 reel, 16 mm, sound. Distributed by Brandon Films, Inc., 1600 Broadway, New York 19, N.Y.; Ideal Pictures Corp., 28 E. 8th Street, Chicago 5, Illinois (Branch offices in Atlanta 3, Dallas 1, Denver 7, Kansas City 6, Los Angeles 5, Memphis 3, Miami 38, New Orleans 16, New York 19, Portland 5, Oregon, Richmond 19); Pictorial Films, Inc., R.K.O. Bldg., Radio City, New York 20, N. Y.) Importance of a well-balanced diet in child's development.

WORK OF THE PUBLIC HEALTH SERVICE (Reel 5 of a series produced by Bray Pictures Corporation, 729 Seventh Avenue, New York 19, New York. Produced under the direction of the United States Public Health Service, Washington, D. C.) Tells of the discovery and the cause of pellagra.

YOUR DAILY DIET (1 reel, 16 mm, sound. Milk Industry Foundation, Chrysler Building, New York, New York.) How the war program is aided by milk in diets of civilian and military forces; milk distribution. Color film.

CANADIAN FILMS

Canadian films described herein are available for use in the United States. In general, the sale of these film subjects is handled by national commercial distributors. Purchase sources for individual titles are indicated throughout the listing. All the film subjects listed are available on a rental or service fee basis from the following commercial film libraries:

Brandon Films, Inc., 1600 Broadway, New York 19,
New York

International Film Bureau, Inc., 6 No. Michigan Ave.,
Chicago 2, Illinois

Visual Education, Inc., 2110 No. Field Street,
Dallas 1, Texas

FOOD, SECRET OF THE PEACE (Eng. and Fr. - B&W - 1 reel - 11 min.)

The chief immediate problem of liberated Europe is food. Opening with scenes of hunger riots and food queues, this film analyzes the causes of shortages, the political dangers inherent in them and the measures taken to solve the problem. (A brief preface and a discussion trailer are available with this film.)

FRIEND FOR SUPPER, A (English and Fr. - B&W - 1 reel - 11 min.)

A teacher explains to her class that many people are going hungry today, and in what ways happier countries can help them. One child, his compassion aroused, wants to invite children from Europe and China home for supper. Another points out the impracticability of such a plan and it is agreed that the best way to help is never, ever, to waste any food.

RURAL SCHOOL LUNCHES (English, Black and white, 1 reel, 4 minutes.)

Photographed at a country school house, this brief film from the Farm Improvement series shows the difference between a hot, nourishing mid-day meal for school children and a skimpy sandwich lunch.

SUPPER'S READY (1 reel, 16 mm, sound, black and white. 9 minutes.) The increased tempo of wartime life demands surplus energy from workers in every field and underlines the importance of a well-planned and well-balanced diet. To keep up-to-date with the changing food situation, then, it is the housewife's new responsibility. Careful shopping means choosing from each of the five food groups and selecting articles in abundant local supply, rather than canned goods. It means, above all, the avoidance of waste in preparation and in cooking. This is a consumer subject suitable for everyone interested in the problems of proper nutrition. (Purchase source: Pictorial Films, Inc., RKO Building, Radio City, New York City.)

THE TRAINING TABLE (2½ reels, 16 mm, sound, in color. 24 minutes.) Royal Canadian Air Force film. Deals specifically with RCAF ration; shows how it is planned, prepared, and served, and the value of each particular dish when translated into terms of health and fighting efficiency. Clear discussion of

basic nutrition facts and the importance of a sound diet for maximum physical efficiency. (Purchase source: Castle Films, Division of United World Films, Inc., 445 Park Ave., New York 22, N. Y.)

VITAMINS A, B₁, C, D. (2 reels, 16 mm, sound, black and white. 16 minutes.) A series of four short films dealing individually with the sources and benefits of Vitamins A, B₁, C and D. Scenes of swimming, diving, skiing, and the varied activities of Canadian school children drive home the nutrition lesson by relating the children's ability to take part in these activities with the amount of vitamin-rich food they eat. Scientific experiments add emphasis to each important point. (Purchase source: Pictorial Films, Inc., RKO Building, Radio City, New York, New York.)

VITAMIN-WISE (2 reels, 16 mm, sound, black and white. 18 minutes.) Warning against waste from careless cooking and stressing the need for conservation of both food and fuel, VITAMIN-WISE explains how meal planning demands not only common sense but also a good deal of imagination. The film demonstrates graphically the vitamin values of our staple vegetables and fruits and urges housewives to make the best of their larders' stock. (Purchase source: Pictorial Films, Inc., RKO Building, Radio City, New York, New York.)

WHAT MAKES US GROW (1 reel, 16 mm, sound, black and white. 9 minutes.) This film is made for a youthful audience, explaining the necessity for proper food. Experiments with rats show the fatal results of vitamin deficiencies, and children are advised to eat more eggs, fresh vegetables, and fruit. Four glasses of milk per day should be the child's ration, with wholegrain bread, beans, potatoes, cabbage and peas as other body-building and protective foods. (Purchase source: Pictorial Films, Inc., RKO Building, Radio City, New York, New York.)

WHEN DO WE EAT? (2 reels, 16 mm, sound, black and white. 21 minutes.) The film points out the importance of proper nutrition for industrial workers. Like the soldier, the war worker is as fit as his food makes him. Factory managers are urged to improve eating facilities for their employees and where ever possible to provide well-run canteens. (Purchase source: National Film Board of Canada, 6 No. Michigan Ave., Chicago 2, Illinois.)

BRITISH FILMS

The films described below are made available in the United States by British Information Services, with main offices in the following cities:

Address The Film Officer, British Information Services at each of the following:

30 Rockefeller Plaza, New York 20, New York
Tel. CIRCLE 6-5100

360 North Michigan Avenue, Chicago 1, Illinois
Tel. ANDover 1733

1005 Taft Building, 1680 North Vine Street,
Hollywood 28, California, Tel. Hollywood 1634

First National Bank Building, Atlanta 3, Georgia
Tel. JACKSON 0276

391 Sutter Street, San Francisco 8, California
Tel. SUTTER 6634

1336 New York Avenue, N. W., Washington 5, D. C.
Tel. EXECUTIVE 8525

WORLD OF PLENTY (5 reels, 16 mm, sound, black and white, 45 minutes)
Is an original documentary using modern film technique to explain to the public one of the great world problems about which common people as well as statesmen must be compelled to think.

Its subject is food -- the production of food, its uneven distribution and waste in peacetime, the control made necessary by war, and the necessity for planning after the war.

There is a vivid and often dramatic use of maps and diagrams which clarifies the argument and illuminates the facts.